

Display Blank Request/Approval Form

DBR

Madden/NY

Brand: Parliament Promo Start Date: 4/29/96 Date: 12/28/95
 Promotion: ~~40 Month~~ May A/K Due Date: 2/29/96 At Madden: 1/4/96
WAVE II PRICE OFF In NYO: 1/5/96
 Deal: Carrier Case Back Up Quantity: None
 Quantity: ~~22,500~~ 35,000
 Packing: N/A
 P.O.S.#: ?
 Smart Kit: Yes: ☐ No: ☒ SK Form Attached: Yes: ☐ No: ☒ Other Kit Items: see below (w/P.O.S.#)

Standardized Display:

Yes: ☒
 No: ☐

Display: ☐ 1
 Page #: ☐ 1.7

Discut Price Circle: No

Specific Direction:

Please design carrier case to hold the gravity feed submitted for 14's, an 11" x 14" poster, vertical poster 13 1/2" x 35 1/2" which will be folded in half, CF header 25 1/8" x 5 3/32", and 4 cartons of product.

Madden Customer Service

Correct product mix fits in display: _____ Initial/Date _____
 Correct incentive(s) fits in display: _____ Initial/Date _____
 Header Dimensions - (Live Area): _____
 Fence Dimensions - (Live Area): _____
 Base Dimensions - (Live Area): _____
 Assembled Dimensions: 25 7/16 (W) x 14 (H) (10) + (5 3/4)
 Cube or Flat Dimensions: TOP SIDE

Philip Morris Approval

Brand Approval: Lamon Starn Initial/Date _____
 Comments/Revisions: _____

CSO to send approved Blank/Mylar to:

Agency: Y & R

Date Sent: _____

Attn: ?

PMExpress:

CSO to send 1 complete approved blank to Stacy Owens at PMX _____ Date Sent _____

(Mark header subject to change pending receipt of Art/Keyline.)

Please make sure original copy remains with approved display. After approval, make two copies, one for your file, the other send to CSO who will copy DM.

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